

Instructions

● **Use the title sponsor from your example in Assignment 6. Build a detailed sponsorship package using the “Design” slides as a guide.**

– Make sure your description from assignment 6 and the type of event align with the types of benefits you are offering

– **List at least 5 elements/benefits for the sponsor (examples on slide 16-20)**

– **Estimate the cost of fulfillment for those elements**

– **Estimate the perceived value for the sponsor.**

– **These first 3 can be done in table format as shown on slide 21 of the Ch. 7 PowerPoint.**

– **Lastly, write a brief sales pitch (5-10 sentences) to the sponsor that will compel them to commit to the sponsorship. Make sure to explain the benefits they can reap from the sponsorship.**